

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
22 March 2001 (22.03.2001)

PCT

(10) International Publication Number
WO 01/19689 A1(51) International Patent Classification⁷: B65C 9/00, 1/02

(21) International Application Number: PCT/NL00/00644

(22) International Filing Date:
11 September 2000 (11.09.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data: 15 March 1999
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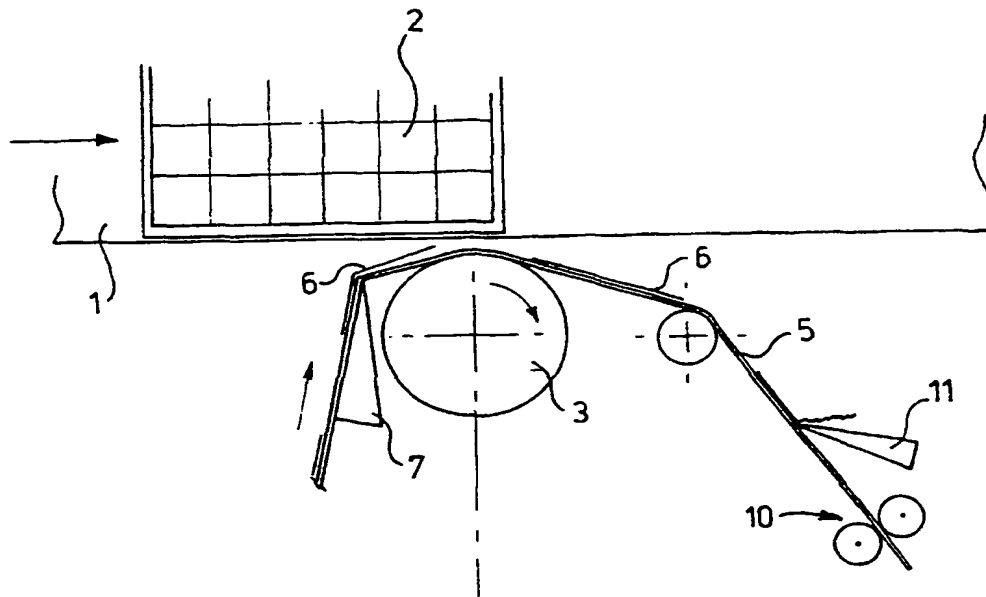
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The Hague (NL).(81) Designated States (national): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,
TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.(84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:

— With international search report.

For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND DEVICE FOR APPLYING AN IMPRINT OR LABEL TO AN OBJECT



(57) Abstract: The invention relates to a method for applying an imprint or label to an object, such as a container, in which: a support belt bearing separated labels is fed to an application head, the labels being attached to the support belt by a support side and being provided with an adhesive on an application side, an object is fed to the application head, and the adhesive of the label is brought into contact with the object with the aid of the application head, in which method the support belt is deformed upstream of the application head in such a manner that the adhesion of the support side of the label to the support belt is reduced.

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